

**Council of Senior Centers
and Services of NYC, Inc.**



presents the

**The Power of Aging:
*Creating a Future for Older New Yorkers***

**23rd Annual Conference on Aging
&
Vendor Expo**

**Thursday, January 19, 2012
8:00 a.m. - 4:30 p.m.**

CUNY Graduate Center
365 Fifth Avenue, New York, NY 10016
(Between 34th and 35th Street)

Sponsored by EmblemHealth

A conference for community-based providers, policy makers and consumers
to help them build their capacities to provide better services to seniors.



MESSAGE FROM IGAL JELLINEK, EXECUTIVE DIRECTOR

The Power of Aging: Creating a Future for Older New Yorkers is this year's Conference title. The population of New York City's older adults is expected to grow 45% by 2030. The dramatic increase, coupled with the current needs of the 1.2 million seniors living within the five boroughs, will challenge our ability to provide community-based services to our elders. We will need solutions and innovative thinking in order to create a positive and sustainable future that allows older adults to live at home with dignity and respect for as long as possible. The expected growth also offers new opportunities to engage people through volunteering, programming and more. This year's conference addresses these issues by offering a wealth of workshops and speakers that will present new and innovative ideas in the areas of administration, advocacy, policy, programming, self-care and clinical issues.

Our keynoter, Larry Minnix, is President & CEO of *Leading Age*, an organization that connects 5,400 not-for-profit organizations in the United States, 38 state partners, hundreds of businesses, research partners, consumer organizations, foundations and a broad global network of aging services organizations that reach over 30 countries. Mr. Minnix is a passionate advocate for leadership and innovation in not-for-profit services and is changing the culture in aging services, healthcare, long term care, advocacy and more to create innovative strategies for the future of older adults.

Now and into the future we are required to bring the best of who we are to the important work we do, every day. Let the 23rd Annual CSCS Conference help you meet that challenge.

PRODUCTS AND SERVICES VENDOR EXHIBITION

The Conference includes a Vendor Exhibition where you can view a wide variety of products and services to enhance your program or provide better prices for the commodities that you routinely use, such as meal packaging, janitorial supplies, capital equipment, insurance, vehicles or office products. Council of Senior Centers and Services invites you to visit the many fine product and service displays available at the Vendor Exhibition during the registration and luncheon periods.

MANY THANKS TO OUR EARLY BIRD SPONSORS



CSCS Background

Council of Senior Centers and Services of New York City, Inc. (CSCS) is the premier professional organization that serves as a social policy advocate and training and technical assistance resource for more than 200 community-based senior service organizations serving over 300,000 elderly New Yorkers. The mission of CSCS, founded in 1979 by Elinor Guggenheimer, is to promote the quality of life, independent living and dignity of older adults and their families. Member organizations range from individual community-based senior centers to large, multi-service, citywide organizations. Their programs provide senior citizens with all aspects of caregiving for seniors in action.

Conference Co-Chairs

Rimas Jasin

Presbyterian Senior Services

Nikki Odlivak

Community Agency for Senior Citizens

Special thanks to William J. Dionne, Leah Ferster, Joseph Girven, Zach Pappas, and Julia Schwartz-Leeper for their Conference assistance.

CSCS Staff

Igal Jellinek	Executive Director
Bobbie Sackman	Director of Public Policy
Nikki Smith	Director of Development, Conference Manager
Anne Perzeszty	Special Initiatives
Susan Maroney	The Marketplace @ CSCS Manager
Karol Markosky	Special Programs Coordinator
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Margie Ruggiero	Bill Payer Program Volunteer Coordinator
Marlene Mondesir	Graduate Social Work Intern
Enoelia Olivares	Public Scholar Intern
Deena Sandos	Graduate Social Work Intern
Kris Visich	Public Policy Intern
Bobbie Zerfas	Graduate Social Work Intern

Conference Program

Please visit the Exhibition and thank the exhibitors for their support.

Registration / Breakfast / Vendor Exhibition8:00 - 9:00 a.m.

Morning Session9:00 - 10:15 a.m.

Keynote Presentation

Larry Minnix

President and CEO, Leading Age

Morning Workshops10:30 - 11:45 p.m.

Vendor Exhibition11:45 p.m. - 1:45 p.m.

Lunch Seating I12:00 - 12:45 p.m.

Lunch Seating II12:45 - 1:30 p.m.

Afternoon Workshops1:45 - 3:00 p.m.

Closing Session3:15 - 4:30 p.m.

Come to the session to learn how your agency fits into the managed and long term care landscape

Susan Aldrich, Executive Vice President, Elderservehealth

Holly Michaels Fischer, Vice President, Optum Insight

Mark Kissinger, (invited), Deputy Commissioner, Office of Long Term Care,
NYS Department of Health

Networking Reception4:30 p.m.

2012 Keynote Speaker

Larry Minnix

President and CEO, Leading Age

Leading Age is an organization that connects 5,400 not-for-profit organizations in the United States, 38 state partners, hundreds of businesses, research partners, consumer organizations, foundations and a broad global network of aging services organizations that reach over 30 countries.

Under the direction of Larry Minnix, Leading Age is changing the culture in aging services, healthcare, long term care, advocacy and more to create innovative strategies for the future of older adults.

For more than 35 years, Mr. Minnix has been a passionate advocate for leadership and innovation in not-for-profit aging services. He entered the field as an administrative intern at Wesley Woods Center of Emory University, where he went on to serve as CEO. He also served as a LeadingAge board member prior to joining the association as its CEO.

Mr. Minnix is a frequent speaker on long-term care, quality, ethics, and public policy. He chairs the board of Generations United. Mr. Minnix was named to NonProfit Times' 2008, 2009 and 2010 "Power and Influence Top 50" lists.

Mr. Minnix received his undergraduate and doctorate degrees from Emory University and is an ordained elder in the United Methodist Church.



Morning Workshops 10:30-11:45 a.m.

1) Older Americans Act Policy Update

Come learn why the Older Americans Act is important to your program. This workshop will discuss how the re-authorization and new proposals in Washington could change how you do business in senior centers and other services.

Presenters: Featuring Bobbie Sackman, MSW, Director of Public Policy, CSCS and key policy makers and service providers...stay tuned for updates.

2) Home, Sweet Home - Where Seniors Want to Be

People of all ages want to stay in their homes as they age. For organizations who host senior housing, there are models of wrap around "boutique" services that can keep older adults in housing longer. Come learn about current and future trends and programs in supportive housing that can be used to help seniors age in place.

Presenters:

John Kaiteris, Executive Director, HANAC, Inc.

John Napolitano, Director of Community Development & Planning, HANAC, Inc.

Shola Olatoye, Director, Relationship Management and Deputy Director, Enterprise Community Partners, Inc.

Moderator: Joseph Girven, Executive Director, Carnegie East House

3) Tooling Up for Success

Developed by Brookdale Center for Healthy Aging & Longevity and DFTA, the Evidence-Based Toolkit is a resource that presents 35 selected programs that address the seven leading preventable chronic conditions among older adults, including Arthritis, Cancer, Depression, Diabetes, Falls, Heart Disease, and Obesity. This workshop will showcase the toolkit and show how its Evidence-Based Programs can feasibly be implemented in community settings.

Presenters:

Matthew Caron, MS, Manager of Extramural Projects, Brookdale Center for Healthy Aging & Longevity

Moderator: Nancy Miller, LMSW, CSCS Board Member, CEO/Executive Director, VISIONS Services for the Blind and Visually Impaired

4) The Many Faces of Elder Abuse

Elder abuse can take many forms. From financial exploitation to physical intimidation, older adults of all backgrounds can be victimized. This workshop is designed to increase understanding and awareness about how to identify elder abuse and where to turn to assist victims.

Presenters:

Evelyn Laureano, PhD, MSW, Executive Director, Neighborhood SHOPP

Robin Roberts, LMSW, Coordinator, Multidisciplinary Team, New York City Elder Abuse Center

Moderator: Ann Marie Cook, MPA, President/CEO, Lifespan of Greater Rochester

Morning Workshops 10:30-11:45 a.m.

5) Harnessing the Energy of Volunteers and Interns

Volunteers and interns are valuable assets to any organization! They bring diverse experiences, skills and knowledge that add a unique dimension in the workplace. This workshop will discuss specific ways to maximize volunteers and interns, while fulfilling their educational and engagement needs.

Presenters:

Alexandra Collier, MPA, Director of Volunteer Services and Special Projects, JASA

Phyllis Erlbaum-Zur, LCSW, PhD, Director, JHL-Kittay House Hospice, MJHS Hospice

Moderator: Marlena Vaccaro, MFA, MS, Director, The Carter Burden Senior Program

6) Building the Village to Raise Grandchildren

In New York City, an increasing number of older adults are raising grandchildren. This purpose of this workshop is to increase understanding and awareness about the topic as well as present resources and referrals that can help seniors and their grandchildren. The workshop will also present local programs that have collaborated to create more resources for today's grandparents.

Presenters:

Katherine Martinez, LMSW, Deputy Director, Presbyterian Senior Services

Giovana Montalvo Baer, LMSW, MS, Program Director, NYC Department for the Aging, Grandparent Resource Center

Moderator: Beth Finkel, LMSW, Senior Manager, Programs and Services, AARP New York

7) Crossing the Line from Cluttering to Hoarding

Keeping old newspapers, holding on to items for many years, failing to sort the mail - all of us create clutter from time to time. However, cluttering can quickly become a problem for older adults. How can we intervene in the early stages of cluttering to avoid the issue of hoarding? In this workshop, participants will learn how to detect early signs of a problem and how to raise the issues with clients and caregivers to develop a plan of action.

Presenter:

Dena Rabinowitz, PhD, Clinical Director, Cognitive Behavioral Psychology of New York

Moderator: Julia Schwartz-Leeper, Executive Director, Riverdale Senior Services

Afternoon Workshops 1:45 - 3:00 p.m.

8) Hunger Hurts

As elder hunger and food insecurity increases throughout NYC, service agencies can collaborate and expand in order to bring more food to more seniors in need. Learn about existing programs and be part of a facilitated conversation about how more can be done - together.

Presenters:

Joel Berg, Executive Director, New York City Coalition Against Hunger

Rachel Sherrow, LCSW, Director of Programs and Community Affairs, Citymeals-on-Wheels

Triada Stampas, Director of Government Relations & Public Education, Food Bank For NYC

Moderator: Bobbie Sackman, MSW, Director of Public Policy, CSCS

9) Human Resource Essentials

Using human resource best practices are especially important in difficult times. Whether dealing with difficult personnel issues or understanding critical topics like the use of consultants, there are best practices and legal requirements to know. Join this workshop to discuss HR essentials.

Presenters:

Desiree Bunch, Vice President, Human Resources & Organizational Development, Public Health Solutions

Linda S. Manley, Esq, Legal Director, Lawyers Alliance for New York

Moderator: Brenda Tong, MSW, Director, Smith Senior Services NORC, Hamilton-Madison House

10) Get Fit for Less

Want to create a robust fitness program for older adults without having to pay for expensive equipment? Come to this workshop to gain insights on creating effective health and exercise programs within any environment.

Presenters:

To be announced...stay tuned!

11) When There Is No Silver Lining

This presentation will focus on the serious issues of depression. The workshop will focus on depression within the senior center setting and present how to provide mental health education, screening and linkages to services. Participants will learn how to recognize depression and where clients can turn to help them and their family members.

Presenter:

Lisa Furst, LMSW, Director of Education, Geriatric Mental Health Alliance

Afternoon Workshops 1:45 - 3:00 p.m.

12) Taking the Bite Out of Bed Bugs

Dealing with bed bugs is not easy. What is best way to talk about bed bugs with clients to get past the stigma and embarrassment? What referral sources are available to help with the issue? Learn about resources to combat and address bed bugs in senior housing .

Presenters:

Julia Sear, LCSW, Assistant Director of Heights & Hills

Judy Willig, LCSW, CSCS Board Member, Executive Director, Heights & Hills

13) Taking Care of #1 - You!

Come learn and experience techniques for relaxation and meditation that can be used on a daily basis to help handle the stress of life. Leave with tips and ideas on how to find joyfulness and stay motivated in the workplace and in your life at large. Relax and Reflect, YOU deserve it!

Presenters:

Nancy O'Brien, Therapeutic Yoga Teacher, Nancy O'Brien Yoga

Moderator: Marie Ellen Galasso, LMSW, Director of Social Services, SNAP of Eastern Queens

14) Get Real: Sex Over 60

Did you know that about 1/2 of all Americans over the age of 60 are sexually active? This interactive workshop will answer your questions about sexuality, sexual health, and LGBT issues for older adults. Leave with tools you can use with seniors and staff members.

Presenters:

Doreen Bermudez, Training & Advocacy Manager , Services & Advocacy for GLBT Elders - SAGE

Hanna Tessema, MA, MPH, HIV OA Technical Assistance Manager, AIDS Community Research Initiative of America (ACRIA)

Moderator: Karol Markosky, MSW, HIV/AIDS Education Coordinator, CSCS

15) Out of the Box Fundraising

Challenging times require agencies to think "outside the box" in order to raise money from private donors. Learn about innovation and unique fundraising ideas that have worked within the NYC's aging service system.

Presenters:

To be announced...stay tuned!

Moderator: William J. Dionne, CSCS President, Executive Director, The Carter Burden Center for the Aging

Registration Fees

Registration includes conference materials, breakfast and lunch

CSCS Member (dues paid in full):\$100

Non-member registrant:\$150

Space is limited. Registration deadline: January 9, 2012
All registration must be paid in full prior to Conference

Make Check Payable To: CSCS CONFERENCE 2012

Note: Your name(s) must appear on your check for you to be credited

IMPORTANT: Registration Confirmation by e-mail ONLY
Please print your e-mail address clearly.

Return your Registration Form(s) and check to:

CSCS Conference 2012
Council of Senior Centers & Services of New York City, Inc.
49 West 45th Street -- 7th Floor
New York, NY 10036

Credit Card payments can be made through NY Charities

CSCS is applying to NASW of New York State for Continuing Education Units (CEUs).

23rd Annual CSCS Conference on Aging - Thursday January 19, 2012

REGISTRATION FORM

Registration Deadline: Monday January 9, 2012

Please Print to ensure CSCS has your correct information!

Name: _____

Title/Position: (Please check one) Executive Director Private Sector
 Program Director Government
 Program Manager/Coordinator Academia
 Case Manager Other _____
 Social Worker _____

Sponsoring Organization: _____

Program Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

Your email address must be accurate & easy to read. It will be used for registration confirmation.

WORKSHOP REGISTRATION

Morning Workshops:

First Choice: # _____ Title _____

Second Choice # _____ Title _____

Afternoon Workshops:

First Choice: # _____ Title _____

Second Choice # _____ Title _____

TOTAL Amount Enclosed: \$ _____

**Council of Senior Centers &
Services of New York City, Inc.**

49 West 45th Street, 7th Floor
New York, NY 10036
WWW.CSCS-NY.ORG

ADDRESS SERVICE REQUESTED

REGISTRATION PACKET

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